



BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Information Technology Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology Pearson BTEC International Level 3 Foundation Diploma in Information Technology Pearson BTEC International Level 3 Diploma in Information Technology Pearson BTEC Level 3 National Extended Diploma in Information Technology
Unit number and title	Unit 19: Enterprise in IT
Learning aim(s) (For NQF only)	C: Present a plan for a start-up IT enterprise using lean or traditional business principles
Assignment title	Presenting an IT Enterprise Plan
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are in the process of developing an IT based business idea with the intention of launching a company to implement the idea. You have now reached the stage where you are ready to present a plan for setting up and running the business to the people who could potentially back your new enterprise.
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Task 1	Prepare and present a clear and concise presentation of your well-reasoned and effective plan to start up an IT enterprise. Your plan needs to effectively deal with the issues that have to be considered when starting up a business and the rationale behind your plan. Your business plan should follow either lean or traditional business planning methods. Your presentation needs to be sharply focussed and clearly expressed to gain the attention of your potential backers. Overall the plan and the presentation should be easy to understand by the audience. It should be logically structured, use appropriate technical language fluently throughout and use a high standard of written language.
Checklist of evidence	Business plan, presentation materials and video of the



required	presentation
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.D3	Present clearly and concisely a well-reasoned and effective plan to start up an IT enterprise
C.M4	Present clearly a reasoned plan to start up an IT enterprise.
C.P6	Produce a basic plan to start up an IT enterprise.
C.P7	Present, with some lack of clarity, a plan to start up an IT enterprise.
Sources of information to support you with this Assignment	Evans, V. Essential Guide to Writing a Business Plan. FT Publishing. 978-1292085142 Clydebank Business. Business Plan, Quickstart guide. ClydeBank Media 2106. 978-1945051067 Maurya, A. Running Lean. O'Reilly 2012. 978-1449305178 Waite, R. Online Business Startup. Rethink Press 2015. 978-1781331149
Other assessment materials attached to this Assignment Brief	<i>e.g., work sheets, risk assessments, case study</i>